

**SPONSORSHIP
Skill Building
Workshops 2010**



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After 6 successful years, these workshops are **ideal for any professional who is responsible for driving revenue** for their organization and wants to take an organized, professional approach towards designing, marketing and selling their sponsorship program.

This unique program has helped hundreds of professionals take a more strategic approach towards sponsorships. It takes you through a proven, end-to-end design and sales process that has been used to generate more than \$25 million in sponsorship revenues.

Register for the workshop of your choice - or both workshops back-to-back and save money while learning all the skills you need to implement a successful, strategic program!

Workshop Dates and Investments:

Workshop	Location	Date	Investment
Designing Your Sponsorship Program	Toronto	October 26	\$395.00
Selling Your Sponsorship Program	Toronto	October 27	\$395.00
Combined Workshops	Toronto	October 26 & 27	\$595.00
Designing Your Sponsorship Program	Ottawa	December 7	\$395.00
Selling Your Sponsorship Program	Ottawa	December 8	\$395.00
Combined Workshops	Ottawa	December 7 & 8	\$595.00

Learn about these two highly successful workshops inside.

A Proven Approach to Identifying and Packaging Your Assets

Effective sponsorship programs don't happen by accident; they combine the science of asset management and measurement with the art of matching assets with the needs of potential sponsors. This workshop takes you through an organized process to identify, package and enhance your organization's assets. The **Course Workbook** guides you through the process for creating your own Customized Sponsorship Program. At the conclusion of the workshop, you'll have a sponsorship framework that is ready to implement.

Participants will also learn a proven technique that has been used to assess the value of over **650 unique sponsorship properties**. This successful formula can be used to determine the value of print and online logo placement, signage, advertising, speaking opportunities, product sampling, use of distribution lists and other common sponsor benefits.

You Will Learn How To:

- Create a sponsorship program that is relevant to today's corporate priorities;
- Identify "hidden" assets that can be leveraged with potential sponsors;
- Determine the tangible and intangible value of your sponsorship offerings;
- Use audience segmentation to expand the range of potential sponsors;
- Develop sponsorship packages that push prospect "hot buttons";
- Build social media and other audience engagement elements into your sponsorship proposals;
- Prepare professional agreements;
- Build an internal culture that supports your sponsorship program.

Your Investment: \$395.00 + HST

Dates: October 26, 2010 - Toronto
December 7, 2010 - Ottawa

Register Now: http://www.coltermangroup.com/workshops_events.shtml

More Info? Contact Claire Mills 613-731-9851 ext. 20

Effectively Selling Your Sponsorship Program

One of the biggest challenges facing not-for-profit and government organizations is how to effectively engage and recruit corporate partners. This one-day workshop is designed for fund development and sponsorship managers and related professionals involved in soliciting corporate funds and/or in-kind services who want to take a more professional approach towards selling. It will provide the essential sales training you need to be more effective at reaching potential prospects, presenting your solutions and influencing the decision-making process.

You Will Learn How To:

- Leverage your organization's brand to develop a unique selling proposition that differentiates you from the "competition";
- Develop an organizational culture that supports the sales function;
- Develop a structured sales plan;
- Prepare effective sales collateral;
- Effectively promote your sponsorship and corporate partnership opportunities;
- Identify prospects that are aligned with your organization's goals;
- Make contact and build relationships with prospects;
- Uncover prospect needs;
- Prepare compelling corporate partner proposals;
- Handle objections and other delay tactics;
- Negotiate win-win agreements;
- Retain sponsors and other corporate partners.

Educational content will be combined with exercises, discussions and hands-on practice to make for a fast-paced and lively workshop. The Course Workbook will help you develop your own Sales Plan.

Your Investment: \$395.00 + HST
Dates: October 27, 2010 - Toronto
December 8, 2010 - Ottawa
Register Now: http://www.coltermangroup.com/workshops_events.shtml
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